

## INTRODUCTION

The **Indian Music Experience (IME)**, *India's first interactive music museum*, is a vibrant music hub, providing visitors a unique experience of India's rich cultural heritage. The aim of this centre is to increase the understanding and appreciation about the diversity of Indian music, from the traditional to the contemporary.

The IME is an initiative of the Indian Music Experience Trust, a non-profit public charitable Trust, supported by the Brigade Group. The Founder of IME is MR Jaishankar, Chairman and Managing Director of the Brigade Group.

## THE MUSEUM

Located in JP Nagar 7<sup>th</sup> Phase, within the Brigade Millennium Enclave, the Indian Music Experience houses three main sections — a state-of-the-art interactive Exhibit Area, a Sound Garden and a Learning Centre.

The Exhibit Area consists of 8 thematic galleries showcasing various facets of Indian music, an instruments gallery with over 100 musical instruments, three mini theatres, and several computer-based interactive installations that allow the visitor to experience the process of music-making. The exhibits feature rare and precious memorabilia belonging to the Bharat Ratna musicians of the country— Bismillah Khan, Bhimsen Joshi and MS Subbulakshmi, while the artefacts of Lata Mangeshkar and Ravi Shankar are expected soon. In addition, a performance costume worn by Daler Mehndi, a rare phonograph and gramophone, a selection of microphones, gramophone records and other artefacts form part of the collection.

The Sound Garden features musical sculptures that introduce visitors to the principles of sound. The Learning Centre is at the forefront of delivering high quality music education at the IME and at schools through its outreach program.

In addition, the IME houses various spaces such as a rooftop amphitheatre, a multipurpose mini auditorium and a seminar hall. The centre also features a Café and a Gift Store with specially designed products by the well-known product design house— Foley Designs.

## HISTORY AND MILESTONES

The IME is located in JP Nagar, South Bangalore, within Brigade Millennium (completed in the year 2000), which is Bangalore's first integrated enclave comprising apartment blocks, a school, a state-of-the-art convention centre and a clubhouse. In large developments such as this, a portion of the development is demarcated as a Civic Amenities site which is allotted by the Bangalore Development Authority [BDA] for a broad range of community development activities.

In the year 2008, a group of residents of Brigade Millennium headed by Mr. P. V. Maiya came together to form the Brigade Millennium Welfare Trust (later renamed as the Indian Music Experience Trust) with the support of the Brigade Group, and the two acre CA site was allotted by the BDA to the Trust for the purpose of promoting social and cultural activities. The Trust conducted surveys in the neighborhood and had consultations with several opinion leaders, artists and cultural leaders in India, and a large majority indicated a need for and an interest in music-related activities. In parallel, Mr. M. R. Jaishankar visited the Experience Music Project in Seattle, USA, which is one of the foremost interactive music museums of the world. Thus, the idea of setting up a similar world-class interactive museum dedicated to Indian music was born.

In the year 2010, an architecture design competition was conducted for the design of the museum building, where eight young and talented architecture practices of Bangalore were invited to submit design proposals. A jury comprising eminent personalities of Bangalore chose the proposal submitted by Architecture Paradigm as the winning design, and the team was then sent to study the finer points of museum design by visiting some of the best museums across the world. As a result of the study tour, The world-renowned exhibition design firm, Gallagher and Associates, were chosen to create the exhibits inside the museum. Gallagher and Associates are one of the foremost museum designers in the world, having worked on projects such as the GRAMMY Museum in Los Angeles and the Woodstock Museum in New York.

The 50,000 sft IME building was completed in 2013 and inaugurated by the then Hon. CM of Karnataka, Sri Siddaramaiah.

The Learning Centre was completed in 2015 and imparts high quality music education to over 100 students in various disciplines.

The Sound Garden, featuring 10 unique musical sculptures was inaugurated in 2017 and attracts several hundred visitors a month, as well as school groups.

The multimedia exhibits and interactives were completed in May of 2018 when a soft launch was held. The museum will be fully inaugurated and open to the public by Sep-Oct 2018.

#### KEY TEAM MEMBERS AND CONSULTANTS

The Indian Music Experience Trust comprises accomplished personalities of Bangalore such as the Chairman PV Maiya (ex-MD ICICI Bank), Nirupama Rao (former Indian Ambassador to US, China and Sri Lanka), Irfan Razack (MD, Prestige Constructions), Balakrishna Hegde (MD, Chartered Housing), P Pradeep Kumar (ex MD, State Bank of India), Kusuma Muniraju (noted advocate) and others.

Manasi Prasad, Carnatic musician and IIM Bangalore alumna is the Project Director and Dr. Suma Sudhindra, veena exponent and founder of the Bangalore International Arts Festival is the Director – Outreach.

The museum's advisory board is headed by SM Krishna (former External Affairs Minister) and has Dr. L Subramaniam (violinist), Kiran Mazumdar Shaw (MD, Biocon), N Murali (President, Madras Music Academy) and others.

The curation of the museum content was guided by a committee of subject matter experts, headed by noted musicologist Dr. Pappu Venugopala Rao, and also included Jayant Kastuar (Kathak exponent and former secretary of Sangeet Natak Akademi), Rajiv Vijayakar (Hindi film journalist), Deepak Raja (musicologist), Vikram Sampath (author and historian) and others.